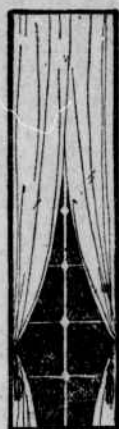


THE JANUARY SALE OF BLACK and WHITE

This Year We Admit the Vogue of Black *to the Lingerie World of Delicate Shades*



Lingerie, Lace Trimmed and Tailored

Nightgowns

64c—724 of white or pink nainsook square necks, kimono sleeves. Trimmed with hemstitching and hand embroidery.

84c—Of white nainsook, light or medium weight, embroidery around neck, kimono or set-in sleeves. Also lace trimmed models with round or V necks, as well as pink nainsook gowns trimmed with hand embroidery. One illustrated, E.

\$1.24—Of fine quality white nainsook, trimmed with embroidery and lace. Straight and Empire models. Also gowns of fine white or colored batiste with round, square or V necks, hand embroidered in white, pink or orchid. One illustrated, D.

\$1.44—Of white nainsook, round or square necks, kimono and sleeveless models. Lace trimmed.

\$1.64—Of white nainsook, in a large number of styles. Straight and Empire models, elaborately trimmed with lace and batiste embroidery. Kimono or sleeveless styles. One illustrated, C.

Bloomers

34c—552 of pink nainsook. Garter knee, finished with ruffle.

64c—685 of washable crepe, full cut. Garter knee finished with ruffle. In flesh and white, or pink with blue flower design.

84c—483 of pink or white nainsook. Ruffle trimmed with imitation filet edge. Others in white plaid voile or cross bar madras.

\$1.39—365 of pink sateen, fine quality. Plain or shadow stripe. Garter knee finished with ruffle.

Corset Covers

46c—Of white nainsook, with lace or convent embroidery edges. One model in illustrated slip-over style.

69c—Of medium weight nainsook, trimmed with lace and batiste medallions. Heavier weight with embroidery edges.

94c—Of fine nainsook, trimmed with lace and batiste medallions. Others with embroidery edging, and one with fine cambric casing top.

Step-In Drawers

42c—1878 of pink nainsook, with lace edge. Also washable crepe.

64c—352 of pink or white nainsook, lace trimmed.

84c—Of pink silk mull with dot or crossbar, as well as a model of plaid voile.

Step-In Chemises

84c—Regulation shoulder. Lace trimmed.

\$1.24—Lace and embroidery trimmed. Regulation shoulder and strap models.

\$1.64—Lace trimmed, regulation shoulder. One model in washable crepe.

Envelope Chemises

64c—Of white nainsook, with regulation shoulder. Lace or embroidery trimmed.

84c—Of fine white nainsook, with regulation shoulder. Lace and embroidery trimmed. Also shoulder strap styles trimmed with lace, as well as tailored models. One illustrated, B.

\$1.24—Of fine white nainsook, in twelve different styles. Included are strap models trimmed with lace or embroidery. Tops with straps to match; regulation shoulder models elaborately lace or embroidery trimmed. One illustrated, F.

\$1.64—Of fine white nainsook, in many styles. Some elaborately lace and embroidery trimmed, others with touches of hand stitching. Also models with ribbon or lace straps. One illustrated, A.

Third Floor, Rear.

Morning Dresses and Uniforms

In Our House Dress Section

A—\$1.59—Morning Dress of black and white percale in block pattern. Straight-line model, collar and cuffs of white Pique edged with ric rac braid. Tie sash, patch pockets. Sizes 36 to 46.

B—\$4.59—Fitted Model in Dotted Swiss with square neck and sleeves finished with hemstitched bands of organdie edged with ruffles. Tie sash of organdie. Sizes 36 to 46. Wide bands of Swiss trim the full skirt.

C—\$3.59—Dotted Swiss Morning Dresses in long waisted model with hemstitched collar and cuffs and vestee of organdie. Tie sash of Swiss. Sizes 36 to 46.

D—\$2.59—Nurse Maids' Uniforms of white muslin, in regulation uniform style. Convertible collar, two buttoned cuffs. Patch pocket on four-gored skirt. Sizes 34 to 46.

Third Floor, Center.



Blouses of Black and White

94c Voile blouses with Val. lace. Long and short sleeves, square necks. Illustrated, D.

\$1.69—Black Soisette, with Tuxedo and convertible collars. Illustrated, C. Dimities, Voiles and Cotton Pongees, in tailored and lace trimmed styles. Illustrated, A. Striped Taffeta and Tub Silks. Extra size voiles, lace trimmed in several styles.

\$2.59—Silk Pongees and Black Wool Jerseys. Voiles with real filet and novelty laces. Tub silk and striped crepe de chine.

\$3.69—Crepes de chine with novelty laces. Square necks, long sleeves. Voiles with Irish and novelty laces. Black satin, tailored with V neck.

\$4.39—Crepe de Chine Slip Overs, with Sally collar and real filet. Illustrated, B. Also V and square necked models, embroidery and lace trimmed. French Voiles with Peter Pan collars and peasant sleeves, or collars of real filet and Irish lace. Black and white striped twilled Surah. Black Messalines with convertible collars. Sizes 34 to 46.

Third Floor, 34th St., Center.



Corsets

\$3.79—Marchioness Corsets for short, stout figures. Heavily boned, of white coutil, elastic section to hold fleshy shoulders, reducing clasp and elastic insert in skirt. Sizes 25 to 36. (Illustration A).

\$4.79—Marchioness Corsets of silk brocades in a variety of patterns. Elastic band at waist. Sizes 22 to 26.

64c—Slender figure corsets, small lightly boned hip confiner of pink and white coutil. Sizes 20 to 26. For the heavier figure, front lace corset, medium bust, long hips, well boned. Sizes 22 to 36.

\$1.79—Waistline Corset with long skirt and elastic band. Well boned. Sizes 22 to 26.

\$2.79—Corsets for heavier figure, well boned, with reducing clasp and elastic section in back. Pink coutil. (Illustration B.) Sizes 25 to 36. A variety of other models, in brocade with elastic tops and adequate boning for slender figure. Sizes 22 to 26.

Brassieres

\$1.74—Long model of heavy satin, designed to give flat effect. Adjustable, elastic waistline. Fastens in back. Sizes 32 to 42. (Illustration D).

64c—Silk stripe and flowered brocade bandeaux. Tape shoulder straps, back fastening. Sizes 32 to 40.

\$1.29—Long models in lace and brocade brassieres; fasten front. Sizes 36 to 48.

74c—Cotton Cluny yoke and waistband brassieres. Pink brocade body cloth, reinforced under arms. Front fastening. Sizes 36 to 48. (Illustration C).

Third Floor, 35th St., Center.

Underthings of Soft Silk Fabrics

Bloomers

\$2.64—Radium Bloomers, lace trimmed, in flesh. Also crepe de chine bloomers, edged with ruffles of dotted Georgette and lace; flesh and white.

\$3.64—Tailored Bloomers of very heavy crepe de chine. Hemstitched ruffle. Flesh only.

Nightgowns

\$3.64—Four styles. Crepe de chine in lace trimmed and tailored models. Surplice and strap models in flesh, blue and orchid. Illustrated, A.

\$4.64—Radium and Crepe de Chine Gowns, trimmed with Val. and real filet, also ribbons and rosebuds. V and square necks. One illustrated, D.

Camisoles

\$1.29—Several styles, made of satin with tops of Val. lace or dotted Georgette. Ribbon straps. Flesh or white.

\$1.74—Radium model, embroidery and lace trimmed. Others of heavy crepe de chine, hand embroidered. One illustrated, B. Black and navy blue camisoles, \$1.39 to \$4.79.

Vests and Step-In Drawers

\$2.64 each—Sets of heavy crepe de chine, tailored style or with hand feather stitching. Also in radium edged with Val. lace, as illustrated, E.

Envelope Chemises

\$1.74—Chemises, in tailored designs with colored stitching. Also lace-trimmed models.

\$2.64—Various styles, among them a radium model trimmed with Val. lace. Also crepes de chine trimmed with lace, ribbon and flowers, and tailored models with lace edging and insertion. Model illustrated, C—in flesh, blue and orchid.

\$3.64—Chemises of heavy crepe de chine, and crepe back satin, tailored and trimmed with tucks. Also lace trimmed shoulder strap models.

\$4.64—Chemises of heavy crepe de chine and radium, trimmed with tucks and real filet lace.

Third Floor, Center.

Shadow Batiste Lingerie

\$1.64—Nightgowns of white, piped with orchid. Round or square necks. Surplice model also. One illustrated, G.

84c Envelope Chemise of white, with fancy orchid stitching, shoulder strap model.

\$1.64—Envelope Chemise of white, shoulder strap model, trimmed with shirring and hemstitching. Piped with orchid. One illustrated, H.

\$1.24—Bloomers of white batiste, full cut, reinforced. Garter knee finished with ruffle, piped in orchid.

84c each—Step-in Drawers and Vest of white striped batiste, piped with orchid.



Third Floor, Rear.

Women's Petticoats and Pantalettes

Regular Sizes

\$2.39—Petticoat of silk jersey, with plaid messaline flounce, pin tuck trimmed. Black and colors. Taffetas and all messalines in black and colors, with tucked flounces.

Wool jersey petticoat with embroidered dots and scalloped edge. Black, navy and brown.

Silk jersey pantalettes, cuff finished with two elastics. Black and colors.

Third Floor, Center.

Extra Sizes

\$3.44—Silk jersey petticoat, pleated flounce, ribbon trimmed, solid colors. Black and colors.

Silk jersey pantalettes, two elastics at cuff. Black and colors.

Messaline and taffeta petticoats, trimmed with pin tucks and pleated ruffle. Black and colors.

Wool jersey with embroidered scallops and dot. Black, navy and taupe.

Children's and Misses' Underthings

59c—Drawers, of nainsook, Knickerbocker style, with lace insertion, ribbon run and edging. Illustrated. Sizes 2 to 12. Other Knickerbocker Drawers, 29c to 89c.

\$1.59—Nightgowns, Empire model of fine nainsook, lace and embroidery trimmed. Hand embroidery design in front. Sizes 4 to 18. Illustrated. Other models in batiste, nainsook or muslin, 69c to \$1.59.

\$1.59—Little Billies—Drop seat pajamas of excellent quality crepe that will keep its crinkle after laundering. Sizes 4 to 18. Illustrated.

\$1.19—Princess Slips—Nainsook of good quality, lace trimmed. Finished with tucked ruffle with lace insertion and edging. Sizes 6 to 16. Illustrated. Other models trimmed with domestic and imported embroideries and laces. 84c to \$2.59.

Third Floor, 35th St., Rear.



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